



Arts South Australia

**MARKETING**  
**Contemporary**  
**Music**

**GRANT HANDBOOK**

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## ABOUT THE GRANT

Marketing offers support for campaigns to develop audiences for new music being released into targeted markets.

Funding is available for marketing new releases, tours, concerts, launches and shows that seek to develop the commercial value of South Australian music.

You can apply for up to \$5000 towards the costs associated with the project.



### KEY DATES

#### ROUND ONE

Closing date: 5pm, 14 May 2018  
Commencement date: 1 July 2018

#### ROUND TWO

Closing date: 5pm, 6 August 2018  
Commencement date: 1 October 2018

#### ROUND THREE

Closing date: 5pm, 10 December 2018  
Commencement date: 1 March 2019



### AMOUNTS AVAILABLE

Up to \$5000



### CONTACT

Elizabeth Reid  
Project Officer, Contemporary Music  
Phone: (08) 7320 3307  
Email: [elizabeth.reid@sa.gov.au](mailto:elizabeth.reid@sa.gov.au)

# APPLICATION ADVICE

While you may request funding for up to \$5000 in this category, you are encouraged to discuss your budget with the relevant Arts South Australia project officer, and look at past grant recipients as a guide. You can view a list of past grant recipients [here](#).

Eligible expenses include advertising, design and production of promotional and marketing collateral, professional fees for services provided by publicists, web developers and/or photographers.

Before submitting an application, be sure to read the following information regarding key attachments, support material, working with children, respectful behaviours, Aboriginal and Torres Strait Islander protocols, and the application checklist at the end of this handbook.

## APPLYING AS AN ORGANISATION

If you are applying as an organisation (this includes any group, band, act or collective of more than one person), you will need to go to the My Organisations section of the portal and request that you are associated to an existing or new organisation.

Once you have submitted your request to be associated with an organisation, Arts South Australia will review and verify your request or contact you to discuss further.

You will be able to start an application on behalf of an organisation once your request has been verified. Please allow sufficient time for the verification process to ensure your application can be submitted before the closing date.

You may also apply as an individual and clearly articulate in your key application attachments that you are applying on behalf of a group, band, act or collective of more than one person. If you choose this option, Arts South Australia's communications to you will be as if you have applied as an individual.

## ELIGIBILITY

Applicants must be Australian citizens or have permanent resident status and live, or be primarily located, in South Australia.

The following applications are ineligible:

- projects already completed, or due to be completed, before the commencement of the funding period. Funding will not be provided retrospectively
- projects without professional arts outcomes, such as amateur productions, the self publication of literary works, fundraising, competitions, awards and prizes, as well as projects forming part of a course of study, including graduation activities
- screen-based projects aimed at the cinema, film festivals or television, and media project with a purely commercial outcome. Some activity will be eligible when incorporated into projects in other artform areas. Speak to Arts South Australia if you are unsure
- start-up business costs and the purchase of basic equipment. Speak to Arts South Australia if you are unsure
- organisations currently in receipt of Arts South Australia's Arts Organisations funding should refer to the relevant pages for information on eligibility for other funding.

South Australian based musicians and music industry representatives who are creating and working with original, South Australian music of all genres are eligible to apply.

Please check the commencement date for the round to which you are submitting an application.

Projects that start during or after the month following the commencement date are eligible for funding.

# CRITERIA

Applications will be assessed by the Contemporary Music peer assessment panel according to the following criteria:

- Artistic quality and merit
- Good planning and effective use of resources with realistic outcomes
- Demonstrated outcomes that will develop the professional career of the artist/s involved
- The contribution that the 'project' makes to a progressive music sector in South Australia
- Opportunities for audience development.

**Artistic merit may refer to:**

- innovation, originality, quality, creativity and ambition
- the track record, creative achievement and skill of the artist or artists involved
- the context in which the work is being undertaken
- the potential contribution to the development of the art form
- evidence of experimentation, risk taking and bravery.

**Viability may refer to:**

- the planning and resources required to achieve the potential of the proposal
- the ability of the applicant to meet the logistical challenges of the proposal
- evidence of strong financial and operational management, including a realistic budget and timeline
- evidence of additional resources and support, including other sources of income and in kind contributions.

**Engagement may refer to:**

- the potential to grow audiences and their critical understanding of the art form
- the development of new markets, locally, nationally and/or internationally
- the development of new ways to engage with those markets
- the potential to provide a broader range of people with opportunities to participate in arts experiences, through strategies that increase access, social inclusion and cultural diversity
- evidence of deeper engagement with, and the involvement of, particular communities and/or audiences and the delivery of artistic benefits to them.

**Development may refer to:**

- the development of artist and art form practice
- the potential to enhance the skills and/or professional reputation of the applicant
- the capacity to forge new pathways for artist and sector development
- the capacity to develop new networks, collaborations and partnerships
- the contribution to South Australia's reputation as a centre of cultural leadership at a national and international level, and the resultant economic benefits.

# HOW TO APPLY

You are encouraged to discuss your budget with the relevant Arts South Australia project officer to determine your eligible expenses.

Before submitting an application, be sure to read the following information:

## Step 1

Visit the Arts South Australia website to determine which program is suitable for your application. Follow the links to individual funding categories.

If you are not eligible for the funding in this handbook, visit [arts.sa.gov.au/grants](https://arts.sa.gov.au/grants) to see other funding programs or contact Arts South Australia for information on other arts funding sources.

## Step 2

Consider how your project meets the criteria.

## Step 3

Discuss your proposal with the relevant program manager or arts development officer. Their names are listed as contacts on page 3 of this handbook.

## Step 4

Grant applications will be accepted via Arts South Australia's online grants portal, [grants.arts.sa.gov.au](https://grants.arts.sa.gov.au). You can write your application in Microsoft Word first and then transfer it into the portal; or visit the portal, register and complete your application directly. You are able to save a draft and continue to work on applications in the portal up until you submit them.

## Step 5

If you are unclear about completing the application, speak to the relevant officer. Alternatively, talk to your artform service organisation (eg: Writers SA, Guildhouse, Music SA, Access2Arts) or someone who has successfully submitted an application.

## Step 6

Submit the application through the online grants portal by the due date, ensuring you have also submitted all relevant key application attachments and support materials.

**LATE APPLICATIONS WILL NOT BE ACCEPTED**

# KEY APPLICATION ATTACHMENTS

These key attachments are **MANDATORY**. Files should be clearly marked according to the following headings, and uploaded to the **Key Application Attachments section** of the portal.

## **PROJECT DESCRIPTION**

Your one-page project outline should be a clear and concise description of the activity to be undertaken with the grant, concentrating on, for example: what you want to do; why you want to do it; how you are planning to do it; who the artists involved are; when and where you intend to do it. Please include a timeline or itinerary.

## **DEVELOPMENT STATEMENT**

Describe how this project will benefit your professional development and career opportunities and/or that of the artist you are working with. For example, what is your/the artist's professional goal and how will this project assist in achieving this?

## **LETTERS OF SUPPORT AND/OR CONFIRMATION OF ACTIVITY BY PROJECT PARTNERS**

Please provide letters of support validating the artist or project. For any project partners or key participants in the proposed activity, these letters should also include confirmation of their role in the project.



# KEY APPLICATION ATTACHMENTS

## BIOGRAPHICAL INFORMATION

Your biography should be limited to two pages. If there is more than one artist involved in the project, please provide a brief biography on each person, of no more than 400 words per person. Alternatively, if the relevant biographies are available online, you may upload links to these.

## MARKETING / PROMOTIONAL PLAN

Please describe in detail who the target market/audience is for this project and how you expect to connect with them. How will this activity contribute to your overall audience development strategy?

## ADELAIDE UNESCO CITY OF MUSIC

In December 2015, Adelaide won the prestigious international designation as a UNESCO City of Music. Adelaide joins 115 other cities in 54 countries as part of UNESCO's Creative Cities Network.



Arts South Australia is proud of this designation and would like you to consider how you may recognise this in your project.

**Please provide a short description of how your project contributes to Adelaide UNESCO City of Music, and how you will recognise this in your project.**

While use of this branding is encouraged to strengthen our identity in this space, whenever the logo is used, it must be approved by Rebecca Pearce, Director, Office of Adelaide UNESCO City of Music via email at [beck.pearce@adelaidefestivalcentre.com.au](mailto:beck.pearce@adelaidefestivalcentre.com.au)

# SUPPORT MATERIAL

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Support material is extra items submitted in support of your written proposal.

Choose support material carefully and submit only material that is directly relevant. Ensure that the quality of your visual support material is of a high standard. Please check with the Project Officer if you have any queries, or if you have support material that can only be provided in hard copy.

Support material will be viewed by the panel and tabled at the assessment meeting.

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## **Support material may include:**

- books, publications, manuscripts, programs, catalogues etc.
- URL links to Vimeo, YouTube or other websites are preferred.

Music and video support material is preferred as links to online content, either on public or private webpages. If you link to a private page, please upload the password details in a text file or Word Doc for the peer assessors to be able to access the content. **Applicants are encouraged to link to their best, most relevant work and/or highlights of longer productions.**

**Support material will not be accepted after the closing date.**

# BUDGET

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You must complete a balanced income and expenditure budget in the portal, clearly indicating the budget items for which Arts South Australia funding is being sought.

If you are applying to the Australia Council for the Arts for this project, please explain in the comments field the amount being requested, the fund you are applying to, and the closing date. Provide the same information for any other sponsor organisation or funding programs you are applying to.

The following Budget table is what you will find in the portal as an editable “Finance Report” where you will fill in the sections that are relevant to your project. You can upload budget notes as an additional attachment in the **Support Material** section of the portal, for further explanation if necessary.

Ensure that you include copies of quotes to support all major expenses listed in your budget. Quotes can be uploaded to the Support Material section of the portal.

**Your budget need only cover the terms of your Partnership Agreement.**

# Budget

Please complete the following income and expenditure details.

## Income

### Activity Income

Box Office and/or Gate

Registrations

Merchandise and/or Physical Sales

Online Sales

Exhibiting and/or Participating Fees

Comments

### Grants

Arts South Australia requested amount

Local Government

Confirmed?

No  Yes

State Government (Other than Arts South Australia)

Confirmed?

No  Yes

## Expenditure

### Administration Costs

Telecommunications Costs (phone, fax etc)

Postage

Insurance

Photocopying

Rent

Administrators

Other

Comments

### Marketing and Promotion Costs

Advertising

Photography and Filming

Design, Print and Distribution (e.g. posters)

Commonwealth Government

Confirmed?

No  Yes

Other

Comments

Graphic Design

Website Design

Program, Catalogues and Publications

Publicist and/or Radio Service

Other

Comments

## Private Sector Income

Sponsorship

Donations

Comments

## Own Contribution

Own Contribution

Comments

## Salaries and Fees

Administrator and/or Event Coordinator

Management

Agent and/or Producer

Tour Management and/or Sound Engineering

Artistic and/or Creative Personnel

Other Technical Staff

Artist Fees, Artist 1

## Other, including in-kind

Other, including in-kind

Other, including in-kind

Other, including in-kind

Other Technical Staff

Artist Fees, Artist 1

Artist Fees, Artist 2

Living Allowance and/or Per Diems

Mentor Fee

Other

Comments

## Operational Costs

Travel, Transport and/or Fares

Accommodation

Event and/or Running Costs

Venue and/or Studio Hire

Equipment and Production Hire

Materials and Physical Format

Manufacturing

Technical

Freight

Access

Other

Comments

# IMPORTANT INFORMATION

## WORKING WITH CHILDREN IN ART

Arts South Australia has protocols to address the depiction of children in works, exhibitions and publications that it funds.

The protocols are designed to help artists and arts organisations understand their legal obligations and to establish responsible steps for artists when they are involving children in the creation, exhibition or distribution of creative works (including photography, painting, printmaking, performance, sculpture, written text, drawing and digital imagery).

Protocols can be downloaded [here](#).

## RESPECTFUL BEHAVIOURS

The safety and wellbeing of everyone working in, and engaging with, the South Australian arts and cultural sector is of paramount importance. Arts South Australia is committed to a zero-tolerance approach to all forms of victimisation, bullying and harassment, including sexual harassment.

Arts South Australia has taken a proactive, leadership approach to this serious issue, announcing that from 1 March 2018 it is a condition of all Arts South Australia funding and grants that recipients must adopt and implement a Respectful Behaviours policy and procedure.

Further information about Respectful Behaviours, and resources to assist you to develop a policy and procedure for your organisation or project, are available [here](#).

## ABORIGINAL AND TORRES STRAIT ISLANDER PROTOCOLS

Arts South Australia endeavours to work with artists and organisations to ensure respect and acknowledgement for Aboriginal and Torres Strait Islander people and cultures at every stage of a project's development.

For more information on ATSI protocols click [here](#).



## INFORMATION PRIVACY

Arts South Australia collects personal information as reasonably necessary for the purposes and functions of:

- administering our grants and funding program;
- keeping you informed about relevant upcoming events, grants funding initiatives and outcomes, our services, special events or client feedback surveys as well as our activities in general;
- improving our websites and other services.

Arts South Australia complies with the Government's Information Privacy Principles (Department of the Premier and Cabinet Circular, dated 20 June 2016) when dealing with all personal information.

The information that you provide in your application may be used by Arts South Australia for:

- processing and assessing your application – Arts South Australia will provide the information to the assessment panel
- verifying other funding income for your project – Arts South Australia may provide information to other agencies nominated in your application
- processing, paying and administering your grant
- reviewing and evaluating our funding programs, strategies, plans and services – we may contact you for this purpose
- training
- systems testing and process improvement
- compiling statistics and reports.

The information you present to us in your application is treated as confidential, however, Arts South Australia staff and assessment panel members or peer assessors will see it, and it may also be made available to those assessing future grant applications you make.

If your application is successful, the Grant Agreement and associated documents for your particular project may be audited, which will mean disclosure of such documents, including your personal information, to auditors for audit purposes only. If your application is successful, your personal details and the details of your application (including support material, the amount of funding you receive, the information you provide in your reports, and text and images relating to the funded activity) may be used, with your consent, for marketing and promotion of funding outcomes and South Australian arts and culture. This may include publication on our website and/or other Government websites, notifying your local Member of Parliament, the media, local government, Australia Council and State Government agencies.

### **TRANSLATION, COMMUNICATION & ACCESS**

Arts South Australia is committed to making the application process accessible to everyone. We are able to organise interpreters for meetings as well as the translation of applications.

Please let the Arts South Australia contact know if you have specific accessibility requirements.

Accessing the Arts South Australia building:

The Arts South Australia offices in Wakefield House, Level 16, 30 Wakefield Street, are wheelchair accessible.

Deaf and Hearing-Impaired Artists:

When contacting Arts South Australia, TTY users should phone 133 677 then ask for (08) 8463 5444.

Speak and Listen (speech-to-speech relay) users should phone 1300 555 727 then ask for (08) 8463 5444.

Auslan interpreters can be arranged for meetings and to translate applications which are submitted in Auslan (in digital format). Please let the Arts South Australia contact for the grant program you are applying to know if you require an Auslan interpreter.

# AFTER YOU SUBMIT YOUR APPLICATION

## PROCESSING

Applications are registered and processed by Arts South Australia staff. You will receive acknowledgment of receipt of your application via email. Submitted applications can be viewed at any time by logging into the portal.

## ASSESSMENT

It is important to note that while Arts South Australia staff manage the funding programs, they do not determine the final outcomes.

Peer assessment is central to Arts South Australia's funding process. Arts South Australia peer panels are comprised of individuals who are recognised for their artistic achievements, artform knowledge and professional standing. Most are practising artists but panels also include arts managers, arts workers and others with relevant knowledge and experience.

Peer panels make funding recommendations to the Premier, who is responsible for the portfolio, or Arts South Australia (as his delegate). Funding is approved based on their recommendations.

Panels usually meet for one to two days. They rigorously assess applications against program criteria to prepare recommendations. If necessary, an application may be sent to external assessors for comment.

There is usually a greater number of worthy applications than the available funds can support.

## **APPROVAL, NOTIFICATION AND ADVICE**

Once the panel's recommendations are considered and approved, all applicants will be notified of the outcome by mail or email. Due to the length of the assessment process, applicants may not be notified of the outcome until close to the eligible start date. Applicants who are unsuccessful in a round, but who plan to submit future applications, may seek feedback from Arts South Australia if available.



Government  
of South Australia



[arts.sa.gov.au](http://arts.sa.gov.au)